

**South Carolina Statewide Lodging Outlook Report**  
January 2020

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: January 2020	January 2020	% Chg	January 2020	% Chg	January 2020	% Chg	% Chg	% Chg	% Chg
United States	55.1%	0.8%	\$126.06	1.4%	\$69.47	2.2%	4.4%	2.1%	3.0%
South Atlantic**	59.5%	1.2%	\$130.12	3.7%	\$77.48	4.9%	7.3%	2.3%	3.5%
South Carolina	48.0%	0.3%	\$90.54	1.0%	\$43.43	1.3%	4.1%	2.7%	3.0%
Year-to-Date: January through January 2020	Jan-Jan 2020	% Chg	Jan-Jan 2020	% Chg	Jan-Jan 2020	% Chg	% Chg	% Chg	% Chg
United States	55.1%	0.8%	\$126.06	1.4%	\$69.47	2.2%	4.4%	2.1%	3.0%
South Atlantic**	59.5%	1.2%	\$130.12	3.7%	\$77.48	4.9%	7.3%	2.3%	3.5%
South Carolina	48.0%	0.3%	\$90.54	1.0%	\$43.43	1.3%	4.1%	2.7%	3.0%

\*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

\*\*South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

**Three Month Occupancy Outlook for South Carolina**

		Feb 2020	Mar 2020	Apr 2020
STR, Inc. <i>As of February 2020</i>	Occupancy Forecast	57.8%	69.2%	71.4%
	% Chg vs same month in previous year	-0.4%	-0.4%	-0.5%

Source: STR, Inc.